



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING


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STATE SUPERINTENDENT

November 27, 2013

MEMORANDUM

TO: Local and Intermediate School District Superintendents and Public School Academy Directors

FROM: Venessa A. Keesler, Ph.D. 
Deputy Superintendent, Education Services

SUBJECT: CAREER JUMP START Program

In response to one of the most common issues raised at Governor Rick Snyder's Economic Summit, the lack of knowledge that high school students have about high demand careers and training programs, the Michigan Economic Development Corporation is launching the CAREER JUMP START program. While information about high demand careers that require a Bachelor's Degree or higher will be available, this program will focus on educating students about shorter term credentials, Associate Degree, and apprenticeships that are in high demand by employers.

This initiative will provide one career liaison for each of the 10 "Prosperity Regions", who will be an additional resource for high school students, parents, and community members in identifying high-demand careers and training and educational programs.

With today's rapidly changing workplace, it's vital to keep up with workforce demand and training needs. CAREER JUMP START will introduce Career Liaisons in each of Michigan's 10 "Prosperity Regions," who will support ways to connect employers, educators, and students, building Michigan's workforce together. They will utilize industry data from both state and local resources and collaborate with nonprofit organizations, Michigan Works agencies, and others.

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Career Liaisons will work with several groups to help inform them about jobs and training:

- High school students
- Parents/guardians
- Educators

The results of this program will be to increase enrollment in high demand training programs and reduce the skills gap in Michigan.

To learn more about events, activities, workshops, plant tours, and apprenticeships, please to go <http://www.mitalent.org/career-jump-start/>.

If you have any questions, please contact Patty Cantú, Office of Career and Technical Education, at (517) 335-5224, cantup@michigan.gov, or Amy Cell, Michigan Economic Development Corporation, at (517) 241-5499, amy@michigan.org.

cc: Michigan Education Alliance